

E-Commerce Sales & Profitability Dashboard

2024

2025

Executive Overview

Product & Category Performance

Channel & Campaign Performance

Operations & Profitability

Total Revenue 2025

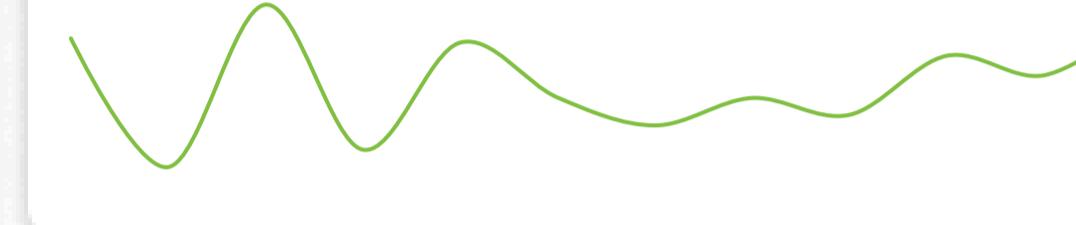
11.47M
PY vs ▼ -9.89%



Total Order 2025

41.38K

PY vs ▲ 0.31%



Avg Order Value 2025

\$277.2

PY vs ▼ -10.17%



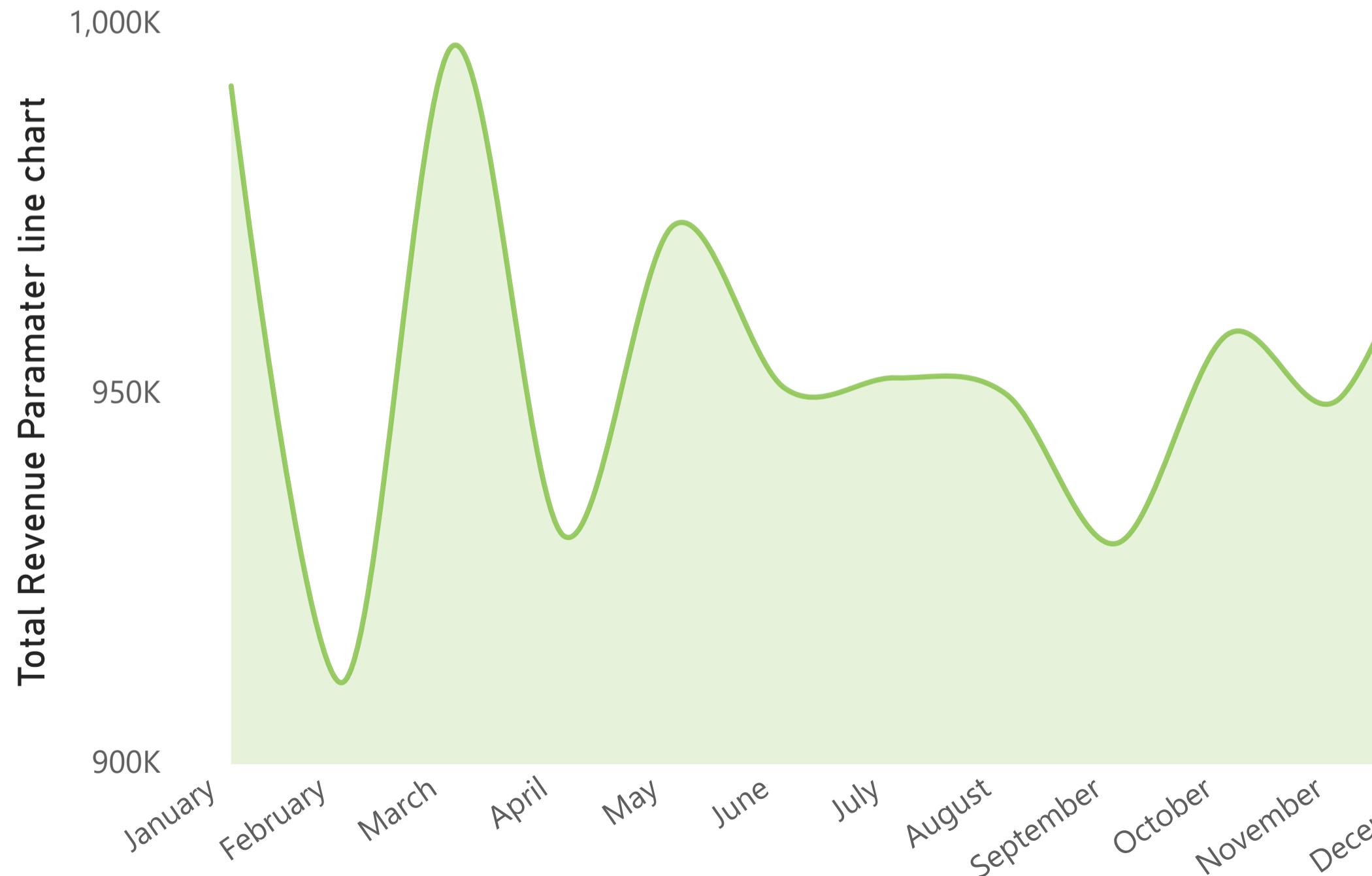
Return Rate % 2025

16.48%

PY vs ▲ 0.84%



Revenue Trend 2025



Total Revenue by Category

